

**Amendments to the Claims:**

This listing of claims replaces all prior versions, and listings, of claims in this application.

**Listing of Claims:**

1. (Currently Amended) A method for providing media samples comprising:  
  
receiving a request including at least one media keyword;  
  
identifying one or more media samples that correspond with the at least one media keyword; and  
  
in response to a selection to preview an identified media sample, providing the identified media sample to enable playback on a media device, and  
  
downloading the identified media sample through a branded player to enable playback of the identified media sample when the identified media sample is associated with a branded player,  
  
wherein the request further includes a client-ID that identifies the branded player that should be launched to playback the media sample, and wherein the branded player enables a consumer to listen to the playback of the identified media sample and purchase corresponding media, while reviewing and accessing other search results and related information.
2. (Original) The method of claim 1, wherein the one or more media samples are identified in conjunction with search results from performing a search based upon the media keyword on a search engine.

3. (Original) The method of claim 1, wherein the one or more media samples are identified as links on a search results page of a search engine.

4. (Original) The method of claim 3, wherein a consumer is enabled to access other search results during playback of the identified media sample.

5. (Original) The method of claim 1, further comprising including a call-to-action statement during playback of the identified media sample.

6. (Previously Presented) The method of claim 1, wherein the media device plays the identified media sample on the branded player that is associated with a retailer.

7. (Original) The method of claim 6, wherein the branded player provides a link to a consumer to purchase media that corresponds to the identified media sample.

8. (Currently Amended) A method for providing media samples comprising:  
receiving a search request from a consumer device, wherein the search request includes at least one media keyword and a client ID; and  
automatically providing a media sample that corresponds with the at least one media keyword to the consumer device,

wherein the media sample is automatically played on a media player associated with the consumer device, and wherein a branded player associated with the client ID and the media sample is automatically provided so that the media player plays back the media sample on the branded player.

9. (Original) The method of claim 8, wherein at least one search result is identified to the consumer device, and the consumer device is enabled to access the search result during playback of the media sample.

10. (Original) The method of claim 8, wherein the media sample is identified in conjunction with search results from performing a search based upon the at least one media keyword on a search engine.

11. (Original) The method of claim 8, wherein the media sample is identified as a link on a search results page of a search engine.

12. (Original) The method of claim 11, wherein a consumer is enabled to access other search results during playback of the media sample.

13. (Original) The method of claim 8, further comprising including a call-to-action statement during playback of the media sample.

14. (Previously Presented) The method of claim 8, wherein the branded player is associated with a retailer.

15. (Original) The method of claim 14, wherein the branded player provides a link to a consumer to purchase media that corresponds to the media sample.

16. (Currently Amended) A system for providing media samples comprising:  
a plurality of internet-connected consumer devices for transmitting search requests online, the consumer devices including media players;  
a search engine for receiving consumer search requests from consumer devices, wherein the search engine identifies one or more media samples when a search request is received from a consumer, the search request includes one or more media keywords; and  
a media framework for retrieving an identified media sample selected by a consumer and for providing the media sample to the consumer device for playback on a media player associated with the consumer device,  
wherein the consumer search request includes a client ID that identifies the branded player that should be launched to playback the media sample, and wherein according to the client ID, the media framework further downloads a branded player that is associated with the identified media sample so that the media player associated with the consumer device playbacks the identified media sample on the branded player.

17. (Original) The system of claim 16, wherein the search engine provides a link to the consumer device to access the identified media sample from the media framework, and wherein the media framework maintains reports of identity of the search engine that referred the consumer to the media framework, for billing the search engine for provision of the identified media sample to the consumer.

18. (Previously Presented) The system of claim 16, wherein the branded player is associated with a retailer.

19. (Original) The system of claim 16, wherein the search engine is operated by a retailer, and the search engine provides a web page with a link for the consumer to access to purchase media corresponding to the identified media sample.

20. (Currently Amended) A system for providing media samples comprising:  
a plurality of internet-connected consumer devices for transmitting search requests online, the consumer devices including media players;  
a search engine for receiving consumer search requests from consumer devices, wherein the search engine identifies a media sample when a search request is received from a consumer, the search request includes one or more media keywords; and

a media framework for retrieving the identified media sample and for providing the identified media sample to the consumer device for automatic playback on a media player associated with the consumer device,

wherein the consumer search request includes a client ID that identifies the branded player that should be launched to playback the media sample, and wherein according to the client ID, the media framework further downloads a branded player that is associated with the identified media sample so that the media player associated with the consumer device playbacks the identified media sample on the branded player.

21. (Canceled)

22. (Original) The system of claim 20, wherein the identified media sample includes a call to action message.